



WPTV

ORDER

Print Date 09/13/12

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Flight Dates **10/08/12-10/14/12**

Contract / Revision **310580 /**

Original Date / Revision
09/10/12 09/11/12

Advertiser **Aronberg / Democrat / Attor**

Agency **Rindy & Associates Inc**

Buying Contact

**2401 E Sixth St
Ste 1003
Austin, TX 78702**

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Product

Dave Aronberg for State Attorney

Agency Com 15%

Billing Contact

**2401 E Sixth St
Ste 1003
Austin, TX 78702**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **DAronberg-03/2012**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	22	\$12,261.25	\$14,425.00	0.00
Totals	22	\$12,261.25	\$14,425.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/14/12	22	\$12,261.25	\$14,425.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/08/12	10/12/12	M-F 430-5a M-F 430-5a	CM	430-5a	MTWTF--	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MTWTF--			1		\$100.00		0.00				
N 2	WPTV	10/08/12	10/12/12	M-F 5-6a M-F 5-6a	CM	5-6a	MTWTF--	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MTWTF--			1		\$350.00		0.00				
N 3	WPTV	10/08/12	10/12/12	M-F 7-9a M-F 7-9a	CM	7-9a	MTWTF--	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00



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Contract / Revision **310580** Flight Dates **10/08/12-10/14/12**

Hiatus Dates

Original Date / Revision 09/10/12/ 09/11/12

Order Sep 00:20:00

Advertiser **Aronberg / Democrat / Atto** Product **Dave Aronberg for State Att** Estimate # **DAronberg-03/2012**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	10/08/12	10/12/12	M-F 7-9a M-F 7-9a	CM	7-9a	MTWTF--	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					1	\$950.00		0.00			
N 4	WPTV	10/08/12	10/12/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					1	\$550.00		0.00			
N 5	WPTV	10/08/12	10/12/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					1	\$475.00		0.00			
N 6	WPTV	10/08/12	10/12/12	M-F 11-12n M-F 11-12n	CM	11a-12p	MTWTF--	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					1	\$350.00		0.00			
N 7	WPTV	10/08/12	10/12/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	MTWTF--	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					1	\$425.00		0.00			
N 8	WPTV	10/08/12	10/12/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	MTWTF--	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					1	\$600.00		0.00			
N 9	WPTV	10/08/12	10/12/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					1	\$950.00		0.00			
N 10	WPTV	10/08/12	10/12/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	1	\$1,325.00	P-1	0.00	NM	1	\$1,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					1	\$1,325.00		0.00			
N 11	WPTV	10/08/12	10/12/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	:30	1	\$2,150.00	P-1	0.00	NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					1	\$2,150.00		0.00			
N 12	WPTV	10/08/12	10/12/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					1	\$775.00		0.00			
N 13	WPTV	10/08/12	10/12/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	MTWTF--	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					1	\$475.00		0.00			
N 14	WPTV	10/13/12	10/13/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$325.00		0.00			
N 15	WPTV	10/13/12	10/13/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$600.00		0.00			



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Contract / Revision **310580** Flight Dates **10/08/12-10/14/12**

Hiatus Dates

Original Date / Revision 09/10/12/ 09/11/12

Order Sep 00:20:00

Advertiser **Aronberg / Democrat / Atto** Product **Dave Aronberg for State Att** Estimate # **DAronberg-03/2012**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N15	WPTV	10/13/12	10/13/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$600.00		0.00			
N16	WPTV	10/13/12	10/13/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$725.00		0.00			
N17	WPTV	10/13/12	10/13/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$425.00		0.00			
N18	WPTV	10/13/12	10/13/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$600.00		0.00			
N19	WPTV	10/14/12	10/14/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$425.00		0.00			
N20	WPTV	10/14/12	10/14/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$900.00		0.00			
N21	WPTV	10/14/12	10/14/12	Su 10-1030a Su 10-1030a	CM	10-1030a	-----S	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$350.00		0.00			
N22	WPTV	10/14/12	10/14/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$600.00		0.00			
Totals														22	\$14,425.00